Dealerscope Merchandising's 66th Annual

STATISTICAL & MARKETING REPORT

THE DEALERSCOPE MERCHANDISING 66th Annual Statistical and Marketing Report has been organized into data on consumer electronics and major appliances, plus a market profile. This first part of the report contains five-year and one-year tables for consumer electronics. Our April issue will carry the same information for major appliances.

The data is based on information provided by leading manufacturers. The dollar figures cited are not sales figures but rather estimated retail sales figures for the products shipped from factories in 1987.

In mailed questionnaires and telephone interviews, survey participants were asked to give their best estimates of the percent change in the number of units shipped industry-wide for each line of merchandise. For this report, the change requested was for 1987 vs. 1986. Where a potential respondent disagreed with the 1986 estimate (published in DEALERSCOPE MERCHANDISING's March 1987 issue), the respondent was asked for a "corrected" 1986 figure. Respondents were advised that "shipments" as used in this study include products imported from foreign companies but exclude products exported by U.S. manufacturers.

The number of units shipped in a particular year, therefore, represents the shipments of products available for sale in the United States.

Readers are cautioned that all information published in this 66th annual report is based on consensus rather than census. The questions asked for the annual changes in their own company's shipments or in retail prices of their own brand of merchandise. Instead, they were asked to indicate how much the overall total shipments had changed percentage wise, and what changes there were in the average retail prices for the product category on which they were reporting.

The editors are grateful to the many manufacturers and trade associations who provided their help.

CONSUMER ELECTRONICS

5 YEAR TABLES

Products	1987 Number Shipped (000)	1987 Retail Value ($000)	1986 Number Shipped (000)	1986 Retail Value ($000)	1985 Number Shipped (000)	1985 Retail Value ($000)	1984 Number Shipped (000)	1984 Retail Value ($000)	1983 Number Shipped (000)	1983 Retail Value ($000)
AUDIO/HIFI										
Components, Total	**11,270**	**$2,064,464**	**10,914**	**$2,041,492**	**8,800**	**$1,653,444**	**8,378**	**$1,509,777**	**8,599**	**$1,518,149**
Receivers	1,957	505,077	1,843	483,327	1,533	393,981	1,553	391,356	1,550	390,213
Amps, Pre-Amps, Tuners	609	173,143	597	168,100	537	150,790	549	152,633	581	156,869
Turntables (Excluding OEM)	1,382	161,660	1,565	186,524	1,442	172,059	1,696	213,018	2,120	280,285
Speakers (Components Only)	3,971	569,923	3,789	534,637	3,345	473,786	3,302	464,922	3,237	452,144
Equalizers	218	26,521	228	27,666	185	22,187	188	22,960	186	23,179
Compact Disc Players	1,675	346,234	1,384	356,795	850	264,350	200	103,600	45	33,300
Tape Decks, Cassette	826	170,850	908	176,443	836	155,613	816	138,084	775	141,019
Tape Decks, Dual Cassette	632	111,056	600	108,000	*	*	*	*	*	*
Cartridges (Excluding OEM)	**2,539**	**78,064**	**2,795**	**86,421**	**3,047**	**94,000**	**3,585**	**114,003**	**3,774**	**122,466**
Headphones	**3,534**	**148,980**	**3,425**	**139,887**	**3,167**	**134,217**	**3,090**	**133,612**	**2,809**	**125,225**
Compact Systems, Total†	**2,554**	**433,180**	**2,484**	**420,612**	**2,112**	**432,802**	**1,933**	**413,754**	**1,912**	**438,993**
Cassette Tape Recorder	64	7,128	60	8,100	*	*	*	*	*	*
Dual Cassette	68	8,354	65	8,775	*	*	*	*	*	*
Cassette/Turntable	574	76,376	620	83,700	*	*	*	*	*	*
Dual Cassette/Turntable	1,168	158,854	1,118	150,930	*	*	*	*	*	*
Cassette/Turntable/Remote Control	326	43,750	298	40,230	*	*	*	*	*	*
Cassette/Turntable/CD	28	10,898	25	9,975	*	*	*	*	*	*
Cassette/Turntable/CD/Graphic Equalizer	326	127,820	298	118,902	*	*	*	*	*	*
Changer Bimode‡	**	**	**	**	83	8,116	104	10,430	102	10,768
Cassette Bimode	**	**	**	**	87	15,946	92	17,295	76	13,607
Cassette Trimode‡	**	**	**	**	1,739	361,242	1,512	330,614	1,500	354,585
Cassette Quadmode‡	**	**	**	**	203	47,498	225	55,415	234	60,033
Personal Portable Stereos, Total	**8,578**	**437,660**	**8,359**	**421,842**	**6,972**	**	**7,156**	**	**6,253**	**
Cassette Only	3,679	84,531	3,644	85,024	3,289	**	3,575	**	3,250	**
Cassette and Radio	3,423	162,995	3,306	159,799	2,901	**	2,836	**	2,300	**
Radio Only	935	14,849	939	15,019	782	**	745	**	703	**
CD Only	315	83,930	280	77,000	**	**	**	**	**	**
CD/Radio	226	91,375	200	85,000	**	**	**	**	**	**

* Category not broken out separately ** Category not reported † All units include stereo radio ‡ Includes changer †† Excludes personal headphone type

66TH ANNUAL STATISTICAL & MARKETING REPORT

Products	1987 Number Shipped (000)	1987 Retail Value ($000)	1986 Number Shipped (000)	1986 Retail Value ($000)	1985 Number Shipped (000)	1985 Retail Value ($000)	1984 Number Shipped (000)	1984 Retail Value ($000)	1983 Number Shipped (000)	1983 Retail Value ($000)
AUDIO/HIFI *(Continued)*										
Portable Tape Equipment, Total	**30,753**	**1,442,262**	**30,635**	**1,448,994**	**27,626**	**1,333,390**	**27,109**	**1,319,770**	**28,422**	**1,420,606**
Cassette Recorders	12,388	406,075	12,450	412,468	12,544	416,712	12,800	436,096	16,000	605,500
Radio/Cassette Combinations	17,572	994,336	17,398	994,833	14,432	882,228	13,745	853,015	11,880	784,318
Microcassette Recorders	793	41,851	787	41,693	650	34,450	564	30,659	542	30,688
Racked Systems	**917**	**534,047**	**954**	**560,267**	**877**	**527,858**	**810**	**492,456**	**540**	**358,020**
Radios, Total ††	**30,678**	**817,542**	**29,896**	**845,494**	**27,528**	**808,136**	**27,391**	**822,651**	**28,188**	**863,298**
Table	750	24,175	754	25,718	718	24,764	728	27,897	762	30,739
Portable	19,384	420,156	19,004	437,662	17,435	401,528	17,132	409,797	18,225	449,429
Clock	10,544	373,211	10,138	382,114	9,375	381,844	9,531	384,957	9,201	383,130
MOBILE ELECTRONICS										
Autosound, Total	**22,981**	**$2,182,996**	**21,626**	**$2,021,504**	**21,763**	**$1,986,670**	**21,299**	**$1,936,467**	**19,935**	**$1,792,801**
UD Cassette Players	423	27,444	466	30,158	554	37,617	615	45,492	694	58,733
UD Cassette/Radio Combos	274	21,481	303	23,710	371	31,194	426	39,797	519	59,197
ID Cassette/Radio Combos	4,053	847,900	3,989	813,724	4,030	788,711	3,932	754,433	3,641	675,624
Radios Only (Retrofit)	687	59,486	757	65,190	867	80,952	932	94,384	975	104,150
Car Speakers (In Pairs)	16,241	993,044	15,010	942,167	15,162	979,465	14,635	936,055	13,427	833,817
Equalizers	1,031	91,086	986	85,930	779	68,731	759	66,306	679	61,280
CD Players	124	61,342	55	26,125	**	**	**	**	**	**
CD Player/Radio Combos	148	81,213	60	34,500	**	**	**	**	**	**
Radar Detectors	**1,834**	**277,240**	**1,688**	**262,837**	**1,227**	**186,786**	**942**	**136,967**	**710**	**109,823**
CB Radios, Total	**1,997**	**152,653**	**1,884**	**146,459**	**1,729**	**134,592**	**1,637**	**125,834**	**1,592**	**124,861**
Base Stations	1,866	139,832	140	13,286	152	14,425	160	16,034	155	15,850
Mobile Units	131	12,821	1,744	133,173	1,577	120,167	1,477	109,800	1,437	109,011
Cellular Telephones	**331**	**509,210**	**265**	**422,675**	**	**	**85**	**161,500**	**	**
Auto Security Systems	**1,371**	**308,334**	**1,028**	**256,945**	**	**	**	**	**	**
HOME OFFICE										
Calculators, Total	**33,827**	**$837,533**	**31,318**	**$727,258**	**33,166**	**$930,499**	**31,400**	**$945,726**	**30,895**	**$925,351**
Hand-Held	27,424	315,824	25,750	283,250	27,825	465,512	26,500	471,700	26,023	458,694
Desk-Top	6,403	521,709	5,568	444,008	5,341	464,987	4,900	474,026	4,872	466,657
Electronic Typewriters	**2,186**	**484,141**	**2,038**	**446,213**	**850**	**185,300**	**650**	**154,050**	**350**	**109,200**
Personal Computers	**3,598**	**3,312,940**	**3,075**	**2,982,750**	**4,025**	**	**5,000**	**	**4,500**	**
Monitors	**998**	**196,650**	**950**	**190,000**	**	**	**	**	**	**
Printers	**1,599**	**1,039,317**	**1,568**	**1,071,461**	**	**	**	**	**	**
Personal Copiers	**291**	**257,713**	**269**	**238,623**	**	**	**	**	**	**
Facsimile Machines	**228**	**715,063**	**181**	**583,725**	**	**	**	**	**	**
ELECTRONICS FURNITURE										
Electronics Furniture, Total	**6,779**	**$1,056,404**	**6,673**	**$1,027,891**	**6,088**	**$921,416**	**5,703**	**$819,320**	**4,879**	**$652,162**
Audio Component Racks	1,115	173,029	1,014	160,212	975	154,440	959	150,400	887	139,108
Audio/Video Centers	295	110,116	241	95,753	201	83,636	173	69,351	149	56,885
Home Computer Tables	1,005	177,816	874	165,410	838	150,094	680	119,762	400	62,620
Microwave Oven Carts	998	158,982	951	147,890	839	120,992	766	109,048	651	88,263
Television Carts	2,490	214,827	2,767	245,516	2,505	231,637	2,551	233,544	2,332	205,682
TV/VCR/Videodisc Player Carts	876	221,634	826	213,110	730	180,617	574	137,215	460	99,604
SPECIALTY RADIOS										
Specialty Radios, Total	**8,408**	**$490,220**	**8,154**	**$476,989**	**8,166**	**	**8,279**	**	**8,107**	**
Multibands	6,313	233,771	6,129	226,962	6,191	**	6,402	**	6,258	**
Weather-Bands	1,114	38,609	1,082	37,852	1,055	**	1,066	**	1,069	**
Scanners	981	217,840	943	212,175	920	**	811	**	780	**
SATELLITE EARTH STATIONS										
Complete TVRO Systems	**252**	**$507,822**	**255**	**$512,952**	**630**	**$1,386,000**	**450**	**$1,309,500**	**	**
SOFTWARE										
AUDIO										
Blank Audiocassettes	**327,570**	**$581,893**	**268,500**	**$451,080**	**266,168**	**$569,600**	**260,969**	**$584,571**	**251,855**	**$586,822**
VIDEO										
Blank Videotape, Total	**280,551**	**1,075,225**	**276,438**	**1,160,566**	**156,088**	**1,132,481**	**98,353**	**924,891**	**61,690**	**725,204**
Beta	29,576	100,115	34,795	145,095	27,897	209,506	25,392	224,465	15,870	175,364
VHS	249,475	958,324	240,643	1,003,481	128,191	922,975	72,961	700,426	45,820	549,840
8mm	1,500	16,786	1,000	11,990	**	**	**	**	**	**
Prerecorded Videotape, Total	**69,183**	**2,417,110**	**65,441**	**2,415,718**	**43,100**	**1,913,259**	**19,690**	**962,970**	**9,606**	**520,655**
Beta	5,947	196,983	6,707	246,229	7,430	300,618	4,922	221,224	2,633	131,492
VHS	62,701	2,210,828	58,234	2,160,489	35,670	1,612,641	14,768	741,746	6,973	389,163
8mm	535	9,299	500	9,000	**	**	**	**	**	**
Videodiscs, Laser	**11,722**	**377,344**	**10,040**	**325,999**	**7,200**	**	**6,000**	**	**5,368**	**
COMPUTER										
Blank Floppy Disks	**545,403**	**763,844**	**425,000**	**680,000**	**205,063**	**	**241,250**	**	**193,000**	**
Home Computer Software	**20,674**	**527,068**	**18,175**	**494,667**	**	**	**	**	**	**

*Category not broken out separately **Category not reported † All units include stereo radio ‡ Includes changer †† Excludes personal headphone type

TELEPHONE EQUIPMENT

Products	1987 Number Shipped (000)	1987 Retail Value ($000)	1986 Number Shipped (000)	1986 Retail Value ($000)	1985 Number Shipped (000)	1985 Retail Value ($000)	1984 Number Shipped (000)	1984 Retail Value ($000)	1983 Number Shipped (000)	1983 Retail Value ($000)
Corded Telephones	**24,046**	**$984,251**	**23,768**	**$1,006,083**	**22,403**	**$982,670**	**22,930**	**$894,437**	**15,058**	**$1,167,591**
Cordless Telephones	**4,841**	**438,486**	**4,279**	**410,337**	**4,076**	**380,046**	**5,500**	**598,400**	**4,488**	**610,368**
Telephone Answering Equipment, Total	**5,555**	**577,775**	**4,856**	**535,020**	**3,306**	**371,165**	**2,628**	**298,015**	**2,094**	**263,844**
Telephone Answering Devices	3,947	383,821	3,584	370,555	3,306	371,165	2,628	298,015	2,094	263,844
Integrated Systems	1,608	193,954	1,272	164,465	*	*	*	*	*	*

VIDEO

B&W TV, Total	**3,505**	**$339,627**	**3,730**	**$363,626**	**3,745**	**$367,497**	**5,068**	**$518,048**	**5,751**	**$613,623**
Color TV, Total	**19,774**	**7,912,641**	**18,855**	**7,632,194**	**16,894**	**7,250,265**	**15,946**	**7,296,520**	**13,939**	**6,695,209**
Portable LCD	1,710	384,705	1,500	373,500	*	*	*	*	*	*
Portable (Non-LCD) & Table	15,458	5,791,006	14,652	5,494,313	13,904	5,305,210	12,936	5,239,727	11,131	4,696,503
Console & Combo	2,606	1,736,930	2,703	1,763,381	2,990	1,945,055	3,010	2,056,793	2,808	1,998,706
Projection TV	**295**	**657,271**	**315**	**663,910**	**261**	**436,922**	**192**	**346,725**	**142**	**284,924**
Monitor/Receiver, Color	**657**	**271,955**	**500**	**246,500**	**	**	**	**	**	**
Videocassette Recorders	**12,304**	**4,788,106**	**12,685**	**5,067,450**	**11,912**	**	**7,143**	**3,443,679**	**4,020**	**2,302,662**
Camcorders	**1,438**	**1,423,607**	**1,090**	**1,213,336**	*	**	*	*	*	*
Video Cameras	**110**	**76,885**	**181**	**118,284**	**402**	**266,309**	**484**	**380,347**	**410**	**357,992**
Video Cassette Players	**182**	**28,000**	**150**	**21,250**	**	**	**	**	**	**
Videodisc Players	**142**	**25,994**	**125**	**24,875**	**179**	**51,015**	**188**	**54,492**	**312**	**106,392**

IMPORTS/EXPORTS

HOME ELECTRONICS IMPORTS

Products	1987*** Number Shipped (000)	1987*** Retail Value ($000)	1986 Number Shipped (000)	1986 Retail Value ($000)	1985 Number Shipped (000)	1985 Retail Value ($000)	1984 Number Shipped (000)	1984 Retail Value ($000)	1983 Number Shipped (000)	1983 Retail Value ($000)
VIDEO										
Antennas, TV	4,325	$ 6,363	4,412	$ 6,427	6,532	$ 8,525	8,855	$12,536	10,615	$11,194
B&W TV (10" & under)	2,571	129,936	2,934	145,794	1,589	85,801	1,431	96,280	674	48,584
B&W TV (11-17")	1,787	76,486	2,332	93,161	2,511	115,292	3,788	170,128	3,772	175,705
B&W TV (18" & over)	46	10,889	48	11,756	88	14,112	121	16,978	203	21,496
Color TV (10" & under)	877	116,875	616	85,297	740	110,765	566	89,547	431	69,264
Color TV (11-17")	915	93,442	4,039	510,425	2,776	383,067	3,091	451,155	2,316	339,622
Color TV (18" & over)	4,480	698,523	4,792	780,213	4,630	471,368	2,711	482,038	2,017	339,563
TV, TOTAL	**10,676**	**1,125,151**	**14,761**	**1,626,646**	**12,334**	**1,180,405**	**11,714**	**1,306,726**	**9,413**	**999,234**
Videotape Recorders	1,984	2,984,039	18,216	4,543,425	16,765	4,304,000	9,387	2,862,407	4,765	1,615,473
Home Video Camera, B&W	328	79,221	233	77,535	196	52,044	119	38,503	80	21,139
Home Video Camera, Color	144	135,975	327	263,851	690	367,384	730	395,429	398	228,081
Picture Tubes, B&W	420	19,073	573	26,400	648	19,324	435	16,957	337	9,105
Picture Tubes, Color	828	67,210	2,322	105,908	1,711	84,675	793	46,466	674	38,640
AUDIO										
Antennas, CB	575	$ 2,832	1,019	$ 5,702	696	$ 3,102	632	$ 3,315	843	$ 4,136
Antennas, Radio	8,228	38,386	11,563	63,465	9,844	46,182	9,745	52,203	10,668	36,448
Loudspeakers	124,569	301,514	71,165	391,394	64,257	365,889	44,290	278,226	57,693	222,658
Microphones	18,172	47,133	5,924	34,596	2,175	26,925	2,249	25,240	4,444	20,166
Audio Frequency/Electric Amplifiers	5,497	282,667	4,384	248,356	4,519	263,473	3,628	188,879	4,697	155,950
Headphone/Electric Sound Amplifier Sets	52,860	142,932	25,682	104,697	26,395	101,976	30,199	119,357	16,363	67,939
Auto Transistor Radios	2,323	159,367	2,826	183,406	2,941	208,783	539	30,665	1,986	109,975
Clock Transistor Radios	12,856	122,040	13,996	138,661	13,031	156,914	15,571	196,932	12,121	163,791
AM Transistor Radios (Not Battery-Operated)	541	19,774	532	26,619	695	28,706	867	15,195	612	13,250
AM Transistor Radios (Battery-Operated)	2,492	8,335	3,073	10,006	4,854	25,238	5,784	30,328	4,530	14,497
FM AM/FM Multiband Transistor Radios (Not Battery-Operated)	2,871	253,222	2,656	172,715	3,358	190,007	3,007	192,642	2,467	174,260
FM AM/FM Multiband Transistor Radios (Battery Operated)	22,596	210,543	20,199	184,986	22,277	205,154	23,657	230,516	18,908	201,631
RADIOS, TOTAL	**43,679**	**773,281**	**43,282**	**716,393**	**47,156**	**814,802**	**49,425**	**686,278**	**40,624**	**677,404**
Radio/Phono Combos (including Consoles)	123	25,832	46	7,942	56	3,668	49	2,334	46	2,242
Radio/Phono/Tape Player Combos (Tape Player Trimode)	718	42,529	1,132	74,611	1,795	118,272	420	29,611	338	23,547
Automatic Record Changer	15	3,919	15	2,637	285	14,305	175	3,500	390	4,889
Stereo Phonos	108	6,660	51	4,306	354	19,653	247	14,990	105	9,024

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AUDIO (Continued)										
Automatic Turntables	2,181	71,668	1,446	67,176	1,380	74,248	861	48,343	715	40,286
Turntables, Other	912	34,235	1,195	66,747	2,620	233,805	2,002	152,183	1,838	96,596
Compact Disc Players	3,204	408,299	3,266	408,134	*	*	*	*	*	*
Transceivers/CB	1,458	46,817	1,192	40,507	1,461	48,248	1,151	41,668	864	31,498
Tape Players, Auto	1,371	66,541	2,491	98,290	2,240	64,375	2,632	69,504	3,168	70,286
Tape Players, Other	8,117	100,025	5,038	76,968	5,918	106,134	6,155	112,734	4,394	89,836
Tape Recorders, Stereo (Cassette/ Cartridge)	1,121	116,862	1,289	122,111	2,389	170,406	2,174	169,645	2,757	202,145
Tape Recorders, Stereo (Open Reel)	22	17,959	28	15,529	54	10,035	46	7,856	71	10,263
Tape Recorders, Mono (Cassette/ Cartridge)	753	28,197	574	31,985	1,030	39,918	1,812	63,529	1,740	62,061
Tape Recorders, Mono (Open Reel)	47	7,929	15	3,953	18	4,999	23	10,311	16	6,958
Tape Recorders, Battery (Cassette/ Cartridge)	5,254	23,316	2,756	94,484	2,750	111,277	3,891	133,474	4,621	124,280
Tape Recorders, Battery (Open Reel)	57	25,419	52	22,406	74	20,161	56	16,490	57	14,381
Radio-Tape Recorder Combos	11,736	332,520	9,539	327,337	17,393	704,773	15,474	680,987	11,260	533,633
Radio-Tape Player Combos	33,324	1,536,383	25,079	1,342,462	25,909	1,346,305	20,414	1,029,316	13,478	664,854
TAPE RECORDERS/PLAYERS, TOTAL	**61,802**	**2,255,151**	**46,861**	**2,135,525**	**57,775**	**2,578,383**	**52,677**	**2,293,906**	**41,562**	**1,778,697**
HOME ELECTRONICS EXPORTS										
Radios	2,174	$126,830	1,562	$96,239	1,251	$84,867	1,300	$106,953	1,021	$85,094
TV, B&W	95	11,709	77	10,947	115	12,700	79	8,044	52	6,770
TV, Color	456	146,763	357	116,955	273	88,003	267	92,632	237	83,804
(TV Chassis & Kits)	2,608	79,564	3,198	85,053	,037	85,466	3,556	95,539	3,173	96,331
TV, TOTAL	**3,159**	**238,036**	**3,632**	**212,955**	**3,425**	**186,169**	**3,902**	**196,215**	**3,462**	**186,905**
Tape Recorders & Players	151	15,308	91	10,691	42	11,375	52	10,835	27	10,240

* Not broken out separately ** Dollars paid by importers excluding duty, freight, insurance, etc.
***Note: 1987 projected statistics are based on ten-month figures for 1987.

SOURCE: U.S. Dept. of Commerce

ELECTRONICS HIGHLIGHTS

AUDIO/HIFI

Hifi component sales by type of outlet

	% of shipments 1987	% of shipments 1986	% change in units shipped 1987/86
Appliance/TV Store	19.5	18.1	+ 11.2
Audio/Hifi Specialty Store	34.6	34.4	+ 3.9
Catalog Showroom	4.5	5.5	– 15.5
Catalog Store/Mail Order	8.0	8.8	– 6.1
Department Store	9.4	8.9	+ 9.1
Discount Store	4.4	4.6	– 1.2
Electronics Specialty Store	14.2	14.1	+ 4.0
Hifi Salon	4.2	4.3	+ 0.9
Other	1.2	1.3	– 4.7
TOTAL	100.0	100.0	+ 3.3

Based on 11,270,000 units for '87 and 10,914,000 for '86

Portable tape equipment sales by type of outlet

	% of shipments 1987	% of shipments 1986	% change in units shipped 1987/86
Appliance/TV Store	14.4	13.9	+ 4.0
Audio/Hifi Specialty Store	8.3	9.0	– 7.4
Catalog Showroom	6.2	6.4	– 2.8
Catalog Store/Mail Order	10.5	12.4	– 15.0
Department Store	9.8	10.0	– 1.6
Discount Store	41.5	40.8	+ 2.1
Drug Store	3.5	4.1	– 14.3
Grocery Supermarket	1.2	0.7	+ 72.1
Home Shopping Network	1.1	0.5	+ 120.8
Warehouse Club (Membership)	2.0	1.0	+ 100.8
Wholesale Club (Non-Membership)	0.6	0.5	+ 20.5
Other	0.9	0.7	+ 29.1
TOTAL	100.0	100.0	+ 0.4

Based on 30,753,000 units for '87 and 30,635,000 for '86

SOFTWARE

Audio

Blank audiocassette sales by type of outlet

	% of shipments 1987	% of shipments 1986	% change in units shipped 1987/86
Appliance/TV Store	5.5	6.7	+ 0.1
Audio/Hifi Specialty Store	7.0	9.3	– 8.2
Camera Store	0.7	1.1	– 22.4
Catalog Showroom	2.0	2.9	– 15.9
Catalog Store/Mail Order	2.0	2.3	+ 6.1
Convenience Store	0.5	1.2	– 49.2
Department Store	4.0	4.7	+ 3.8
Discount Store	36.5	32.9	+ 35.3
Drug Store	7.5	5.9	+ 55.1
Electronics Specialty Store	6.5	9.5	– 16.5
Grocery Supermarket	3.8	4.0	– 15.9
Record Store	11.5	12.8	+ 9.6
Wholesale/Warehouse Club	5.0	—	—
Other	7.5	6.7	+ 36.6
TOTAL	100.0	100.0	+ 22.0

Based on 327,570,000 units for '87 and 268,500,000 for '86

Blank audiocassette shipments by type

	% of shipments 1987	% of shipments 1986	% change in units shipped 1987/86
Premium (high-coercivity ferrite, cobalt ferrite, etc.)	60.0	54.9	+ 33.3
Promotional	40.0	45.1	+ 8.2
TOTAL	100.0	100.0	+ 22.0

Video

Blank videotape sales by type of outlet

	% of shipments 1987	% of shipments 1986	% change in units shipped 1987/86
Appliance/TV Store	6.0	11.0	– 44.8
Audio/Hifi Specialty Store	6.0	7.5	– 19.8
Camera Store	3.0	3.5	– 15.0
Catalog Showroom	2.5	5.0	– 49.3
Catalog Store/Mail Order	2.7	3.5	– 21.7
Convenience Store	0.5	1.3	– 60.0
Department Store	5.0	5.0	+ 1.5
Discount Store	43.5	35.0	+ 26.1
Drug Store	7.0	5.0	+ 42.1
Film Processors	0.5	1.3	– 61.0
Grocery Supermarket	7.0	5.0	+ 42.1
Prerecorded Video Specialist	5.0	5.7	– 11.0
Record Store	3.8	6.0	– 35.7
Wholesale/Warehouse Clubs	4.5	—	—
Other	3.0	5.2	– 41.4
TOTAL	100.0	100.0	+ 1.5

Based on 280,551,000 units for '87 and 276,438,000 for '86

Blank VHS videotape shipments by grade

	% of shipments 1987	% of shipments 1986	% change in units shipped 1987/86
Standard	87.5	91.5	– 0.9
High-grade	12.5	8.5	+ 52.5
TOTAL	100.0	100.0	+ 3.7

Based on 249,475,000 units for '87 and 240,643,000 for '86

Blank Beta videotape shipments by grade

	% of shipments 1987	% of shipments 1986	% change in units shipped 1987/86
Standard	88.0	91.7	– 18.4
High-grade	12.0	8.3	+ 22.9
TOTAL	100.0	100.0	– 15.0

Based on 29,576,000 units for '87 and 34,795,000 for '86

SOFTWARE *(Continued)*

Prerecorded videotape sales by type of outlet

	% of shipments		% change in units shipped
	1987	1986	1987/86
Appliance/TV Store	2.7	3.5	– 18.4
Audio/Hifi Specialty Store	2.0	1.5	+ 41.0
Bookstore	6.0	7.8	– 18.7
Camera Store	1.0	0.8	+ 32.1
Catalog Showroom	1.0	1.2	– 11.9
Catalog Store/Mail Order	7.3	7.7	+ 0.2
Convenience Store	2.7	3.0	– 4.9
Department Store	3.3	3.8	– 8.2
Discount Store	19.0	18.2	+ 10.4
Drug Store	3.7	2.0	+ 95.6
Grocery Supermarket	3.7	3.2	+ 22.2
Record Store	7.3	5.8	+ 33.1
Video Specialty Store (VSDA)	40.3	41.5	+ 2.7
TOTAL	100.0	100.0	+ 5.7

Based on 69, 183,000 units for '87 and 65,441,000 for '86

Prerecorded videotape shipments by type

	% of shipments		% change in units shipped
	1987	1986	1987/86
X-Rated	4.7	5.0	– 0.6
Original Programming	2.7	1.8	+ 58.6
Movies	55.5	59.7	– 1.7
Childrens	11.3	9.0	+ 32.7
Classical	9.7	12.0	– 14.5
Documentaries	1.2	0.6	+ 111.4
Exercise	7.3	4.3	+ 79.5
How-To	3.2	2.7	+ 25.3
Music	2.3	3.1	– 21.6
Sports	1.3	1.0	+ 37.4
Travel	0.8	0.8	+ 5.7
TOTAL	100.0	100.0	+ 5.7

Based on 69,183,000 units for '87 and 65,441,000 for '86

MOBILE ELECTRONICS

Autosound

Based on 22,981,000 units for '87 and 21,626,000 for '86

Autosound shipments by price range

	% of shipments		% change in units shipped
	1987	1986	1987/86
Under $50	4.4	5.9	– 20.7
$50 - $89	6.4	9.3	– 26.9
$90 - $129	36.4	37.6	+ 2.9
$130 - $179	28.6	25.9	+ 17.3
$180 - $249	13.2	12.3	+ 14.0
$250 - $349	7.8	5.7	+ 45.4
$350 or more	3.2	3.3	+ 3.0
TOTAL	100.0	100.0	+ 6.3

Autosound aftermarket sales by type of outlet

	% of shipments		% change in units shipped
	1987	1986	1987/86
Appliance/TV Store	3.4	2.8	+ 29.0
Audio/Hifi Specialty Store	10.0	9.4	+ 13.1
Automotive Chain Store	18.0	16.8	+ 13.9
Car Stereo Specialist	35.2	33.7	+ 11.0
Catalog Showroom	2.0	2.8	– 24.1
Catalog Store/Mail Order	1.6	2.2	– 22.7
Department Store	1.6	1.0	+ 70.0
Discount Store	10.0	12.8	– 17.0
Electronics Specialty Store	13.6	15.6	– 7.4
New Car Dealer	1.8	1.0	+ 91.3
Warehouse Club (Membership)	1.4	1.2	+ 24.0
Wholesale Club (Non-Membership)	0.5	0.4	+ 32.8
Other	0.9	0.3	+ 218.8
TOTAL	100.0	100.0	+ 6.3

CB Radios

CB radio sales by type of outlet

	% of shipments		% change in units shipped
	1987	1986	1987/86
Appliance/TV Store	0.5	2.0	– 73.5
Automotive Supply Store	7.0	6.0	+ 23.7
Catalog Showroom	15.0	15.0	+ 6.0
Catalog Store/Mail Order	9.0	9.5	+ 0.4
CB Specialty Store	12.0	14.0	– 9.1
Department Store	3.0	3.0	+ 6.0
Discount Store	10.0	11.0	– 3.6
Electronics Specialty Store	17.5	15.0	+ 23.7
Home Shopping Network	5.0	5.0	+ 6.0
Warehouse Club (Membership)	8.5	5.0	+ 80.2
Truck Stop	9.0	11.0	– 13.3
Wholesale Club (Non-Membership)	3.5	3.5	+ 6.0
TOTAL	100.0	100.0	+ 6.0

Based on 1,997,000 units for '87 and 1,884,000 for '86

Radar Detectors

Radar detector sales by type of outlet

	% of shipments		% change in units shipped
	1987	1986	1987/86
Appliance/TV Store	8.0	3.0	+ 189.7
Automotive Supply Store	10.3	12.0	– 6.7
Catalog Showroom	11.7	16.3	– 22.0
Catalog Store/Mail Order	14.0	13.0	+ 17.0
CB Specialty Store	3.7	5.0	– 19.6
Department Store	4.7	5.3	– 3.6
Discount Store	12.0	12.0	+ 8.6
Electronics Specialty Store	9.6	8.7	+ 19.9
Home Shopping Network	5.0	1.7	+ 219.5
Warehouse Club (Membership)	3.7	1.0	+ 302.0
Truck Stop	12.0	14.5	– 10.1
Wholesale Club (Non-Membership)	3.7	1.7	+ 136.4
Other	1.6	5.8	– 70.0
TOTAL	100.0	100.0	+ 8.6

Based on 1,834,000 units for '87 and 1,688,000 for '86

HOME OFFICE

Electronic Typewriters

Electronic typewriter sales by type of outlet

	% of shipments		% change in units shipped
	1987	1986	1987/86
Appliance/TV Store	4.0	3.2	+ 34.1
Audio/Hifi Specialty Store	2.5	2.2	+ 21.9
Catalog Showroom	24.2	26.5	– 2.0
Catalog Store/Mail Order	16.5	17.8	– 0.6
Department Store	7.5	7.0	+ 14.9
Discount Store	21.2	21.5	+ 5.8
Electronics Specialty Store	4.3	3.0	+ 53.7
Home Shopping Network	2.0	2.5	– 14.2
Office Machines Store	7.3	5.0	+ 56.6
Wholesale Club (Non-Membership)	9.5	9.3	+ 9.6
Other	1.0	2.0	– 46.4
TOTAL	100.0	100.0	+ 7.3

Based on 2,186,000 units for '87 and 2,038,000 for '86

Home Computers

Based on 3,598,000 units for '87 and 3,075,000 for '86

Home computer shipments by price range

	% of shipments		% change in units shipped
	1987	1986	1987/86
Under $500	15.3	23.7	– 24.5
$500 - $799	24.3	15.0	+ 89.6
$800 - $999	22.7	19.3	+ 37.6
$1,000 - $1,499	15.7	20.0	– 8.1
$1,500 - $1,999	12.0	11.0	+ 27.6
$2,000 - $2,999	10.0	11.0	+ 6.4
TOTAL	100.0	100.0	+ 17.0

Home computer sales by type of outlet

	% of shipments		% change in units shipped
	1987	1986	1987/86
Appliance/TV Store	5.0	3.3	+ 77.3
Audio/Hifi Specialty Store	3.0	4.7	– 25.3
Catalog Showroom	6.0	4.0	+ 75.5
Catalog Store/Mail Order	8.0	7.7	+ 21.6
Computer Specialty Store	40.0	42.3	+ 10.6
Department Store	5.5	7.4	– 13.0
Discount Store	7.0	7.9	+ 3.7
Electronics Specialty Store	19.5	16.1	+ 41.7
Hobby/Toy Shop	3.0	3.3	+ 6.4
Home Shopping Network	1.0	0.7	+ 67.1
Office Machines Store	1.0	1.5	– 22.0
Wholesale Club (Non-Membership)	1.0	1.1	+ 6.4
TOTAL	100.0	100.0	+ 17.0

PERSONAL COPIERS

Personal copier sales by type of outlet

	% of shipments		% change in units shipped
	1987	1986	1987/86
Appliance/TV Store	2.5	2.5	+ 8.2
Catalog Showroom	8.0	6.0	+ 44.2
Catalog Store/Mail Order	2.5	2.5	+ 8.2
Department Store	2.5	2.0	+ 35.3
Discount Store	3.0	2.0	+ 62.3
Electronics Specialty Store	1.5	1.5	+ 8.2
Home Shopping Network	1.0	—	—
Office Machines Store	55.0	60.0	– 0.8
Wholesale Club (Non-Membership)	24.0	23.5	+ 10.5
TOTAL	100.0	100.0	+ 8.2

Based on 291,000 units for '87 and 269,000 for '86

FACSIMILE MACHINES

Facsimile machine sales by type of outlet

	% of shipments		% change in units shipped
	1987	1986	1987/86
Appliance/TV Store	1.0	—	—
Catalog Showroom	7.7	7.3	+ 32.9
Catalog Store/Mail Order	15.0	11.7	+ 61.5
Department Store	6.3	2.0	+ 296.7
Discount Store	2.0	1.3	+ 94.0
Electronics Specialty Store	5.3	8.7	– 23.3
Home Shopping Network	0.7	—	—
Office Machines Store	46.0	60.0	– 3.4
Wholesale Club (Non-Membership)	16.0	9.0	+ 123.9
TOTAL	100.0	100.0	+ 26.0

Based on 228,000 units for '87 and 181,000 for '86

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TELEPHONE EQUIPMENT

Telephone sales by type of outlet

	% of shipments		% change in units shipped
	1987	1986	1987/86
Appliance/TV Store	6.0	5.8	+ 6.5
Audio/Hifi Specialty Store	3.5	4.5	– 19.9
Catalog Showroom	13.1	14.0	– 3.6
Catalog Store/Mail Order	10.7	9.8	+ 12.5
Department Store	12.7	14.3	– 8.5
Discount Store	22.7	24.0	– 2.6
Drug Store	1.4	0.7	+ 106.0
Electronics Specialty Store	10.2	11.0	– 4.5
Grocery Supermarket	0.6	0.5	+ 23.6
Home Shopping Network	2.6	0.5	+ 435.6
Phone Specialist	11.3	11.0	+ 5.8
Wholesale Club	3.1	1.7	+ 87.8
Other	2.1	2.2	– 1.7
TOTAL	100.0	100.0	+ 3.0

Based on 28,887,000 units for '87 and 28,047,000 for '86

Telephone answering equipment sales by type of outlet

	% of shipments		% change in units shipped
	1987	1986	1987/86
Appliance/TV Store	3.8	4.2	+ 3.5
Audio/Hifi Specialty Store	4.8	4.8	+ 14.4
Catalog Showroom	13.8	15.0	+ 5.2
Catalog Store/Mail Order	8.7	8.9	+ 11.8
Department Store	13.3	15.5	– 1.8
Discount Store	20.4	22.2	+ 5.1
Drug Store	1.0	0.7	+ 63.4
Electronics Specialty Store	12.7	13.2	+ 10.1
Grocery Supermarket	0.5	0.5	+ 14.4
Home Shopping Network	2.6	0.7	+ 324.9
Office Machines Store	4.3	3.0	+ 64.0
Phone Specialist	8.3	7.8	+ 21.7
Wholesale Club	4.0	1.8	+ 154.2
Other	1.8	1.7	+ 21.1
TOTAL	100.0	100.0	+ 14.4

Based on 5,555,000 units for '87 and 4,856,000 for '86

Corded telephone shipments by type

	% of shipments		% change in units shipped
	1987	1986	1987/86
Standard	44.3	45.7	– 1.9
One-Piece	7.4	9.6	– 22.0
Decorator	14.7	12.0	+ 23.9
Full-Featured	33.6	32.7	+ 4.0
TOTAL	100.0	100.0	+ 1.2

Based on 24,046,000 units for '87 and 23,768,000 for '86

VIDEO

Black & White TV

Based on 3,506,000 units for '87 and 3,730,000 for '86

B&W TV sales by type of outlet

	% of shipments		% change in units shipped
	1987	1986	1987/86
Appliance/TV Store	21.3	21.6	– 7.3
Catalog Showroom	7.2	6.2	+ 9.2
Catalog Store/Mail Order	20.0	20.2	– 6.9
Department Store	11.5	14.6	– 26.0
Discount Store	35.2	32.2	+ 2.8
Furniture Store	1.0	1.2	– 21.7
Other	3.8	4.0	– 10.7
TOTAL	100.0	100.0	– 6.0

B&W TV shipments by power source

	% of shipments		% change in units shipped
	1987	1986	1987/86
Battery-powered	52.5	44.2	+ 11.0
Non-battery-powered	47.5	55.8	– 20.6
TOTAL	100.0	100.0	– 6.0

Color TV

Based on 19,774,000 units for '87 and 18,855,000 for '86

Color TV sales by type of outlet

	% of shipments		% change in units shipped
	1987	1986	1987/86
Appliance/TV Store	36.6	38.2	+ 0.5
Audio/Video Specialty Store	10.2	8.6	+ 24.4
Catalog Showroom	2.3	2.1	+ 14.9
Catalog Store/Mail Order	10.0	10.1	+ 3.8
Department Store	12.4	13.8	– 5.8
Discount Store	15.2	13.2	+ 20.8
Drug Store	0.5	0.3	+ 74.8
Furniture Store	3.6	4.0	– 5.6
Grocery Supermarket	0.1	0.1	+ 4.8
Home Shopping Network	0.5	0.2	+ 162.2
Warehouse Club (Membership)	1.7	0.3	+ 494.2
Video Specialty Store (VSDA)	3.7	4.2	– 7.6
Wholesale Club (Non-Membership)	1.6	1.7	– 1.3
Other	1.6	3.2	– 47.6
TOTAL	100.0	100.0	+ 4.9

Color TV shipments by control type

	% of shipments		% change in units shipped
	1987	1986	1987/86
With Remote Control	63.2	57.7	+ 14.9
Without Remote Control	36.8	42.3	– 8.8
TOTAL	100.0	100.0	+ 4.9

Color TV shipments by cable compatibility

	% of shipments		% change in units shipped
	1987	1986	1987/86
Cable-Compatible	77.0	70.0	+ 15.4
Non-Cable Compatible	23.0	30.0	– 19.6
TOTAL	100.0	100.0	+ 4.9

Color TV shipments with integral MTS

	% of shipments		% change in units shipped
	1987	1986	1987/86
With Integral MTS	21.0	17.8	+ 23.7
Without Integral MTS	79.0	82.2	+ 0.8
TOTAL	100.0	100.0	+ 4.9

Console and combo color TV shipments by screen size

	% of shipments		% change in units shipped
	1987	1986	1987/86
25 inch & under	55.6	67.5	– 20.6
26 inch & over	44.4	32.5	+ 31.7
TOTAL	100.0	100.0	– 3.6

Based on 2,606,000 units for '87 and 2,703,000 for '86

Portable and table color TV shipments by screen size

	% of shipments		% change in units shipped
	1987	1986	1987/86
8 inch & under	1.9	2.2	– 8.2
9-12 inch	4.1	4.1	+ 6.3
13-14 inch	24.8	25.3	+ 4.2
15-19 inch	30.0	40.3	+ 20.9
20-24 inch	19.8	13.0	+ 61.9
25 inch	7.0	7.2	+ 3.3
26 inch & over	12.4	7.9	+ 66.8
TOTAL	100.0	100.0	+ 6.3

Based on 17,168,000 units for '87 and 16,152,000 for '86

Projection TV

Projection TV sales by type of outlet

	% of shipments		% change in units shipped
	1987	1986	1987/86
Appliance/TV Store	39.5	36.1	+ 2.5
Audio/Hifi Specialty Store	12.5	13.6	– 13.9
Catalog Showroom	1.0	0.7	+ 33.5
Catalog Store/Mail Order	2.0	2.0	– 6.3
Department Store	12.5	10.7	+ 9.4
Discount Store	1.0	1.4	– 33.1
Furniture Store	1.0	1.2	– 22.0
Video Specialty Store	29.5	32.9	– 16.0
Other	1.0	1.4	– 33.1
TOTAL	100.0	100.0	– 6.4

Based on 295,000 units for '87 and 315,000 for '86

Videocassette Recorders

Based on 12,304,000 units for '87 and 12,685,000 for '86

VCR sales by type of outlet

	% of shipments		% change in units shipped
	1987	1986	1987/86
Appliance/TV Store	20.9	19.1	+ 6.1
Audio/Hifi Specialty Store	18.1	17.9	– 1.9
Catalog Showroom	3.3	3.4	– 5.9
Catalog Store/Mail Order	8.3	9.0	– 10.5
Department Store	10.3	10.9	– 8.3
Discount Store	14.6	13.9	+ 1.9
Drug Store	1.0	1.5	– 35.3
Grocery Supermarket	0.9	1.5	– 41.8
Home Shopping Network	2.1	1.5	+ 35.8
Video Specialty Store	10.9	11.9	– 11.5
Warehouse Club (Membership)	3.1	1.5	+ 100.5
Wholesale Club (Non-Membership)	2.1	2.0	+ 1.8
Other	4.4	5.9	– 27.7
TOTAL	100.0	100.0	– 3.0

VCR shipments by format

	% of shipments		% change in units shipped
	1987	1986	1987/86
Beta	4.6	9.5	– 53.0
VHS	93.1	90.0	+ 0.3
8mm	2.3	0.5	+ 346.1
TOTAL	100.0	100.0	– 3.0

VCR shipments by sound feature

	% of shipments		% change in units shipped
	1987	1986	1987/86
Mono	62.8	77.0	– 20.9
Stereo	13.2	9.8	+ 30.6
Stereo Hifi	8.7	6.8	+ 24.1
Hifi	8.0	6.0	+ 29.3
Digital	3.3	0.4	+ 700.2
Digital Hifi	4.0	—	—
TOTAL	100.0	100.0	– 3.0

Camcorders

Camcorder shipments by format

	% of shipments		% change in units shipped
	1987	1986	1987/86
Beta	4.6	7.0	– 13.3
VHS	58.3	63.9	+ 20.4
VHS-C	19.7	17.0	+ 52.9
8mm	17.4	12.1	+ 89.7
TOTAL	100.0	100.0	+ 31.9

Based on 1,438,000 units for '87 and 1,090,000 for '86

PEOPLE ON THE MOVE

CBS/FOX Video appoints **Don Rosenberg** director of sales, western region, **Bill Bridges** western zone manager, **Larry Andjulis** director of sales, eastern region, **Mary Thompson** eastern zone manager, and **Jan Paros-Novak** national accounts manager.

Ed Verdi joins the telecommunication systems division of Toshiba America Inc. as regional sales manager for retail products.

Olympia USA names **Gerald Belardo** VP, sales and marketing. **Otto Sturm**, formerly VP, sales and marketing, retires.

NEC Home Electronics (U.S.A.) Inc. appoints **Philip Rittmueller** director, new product development.

EIA names **Tom Lauterback** VP, communications of EIA/CEG; **Ronald Senne** joins as director of member services; and elected are **John F. Mitchell** chairman, William G. Little vice chairman, and **C. Travis Marshall** treasurer.

Belardo

Rittmueller

Genoa Systems Corp. appoints **Peter Tsepeleff** director of international sales.

Denis J. Squeri appointed national sales manager for The Learning Co.

Maxell Corp. of America names **Steve Washio** eastern regional sales manager, battery division.

Network General Corp. appoints **Roger C. Ferguson** chief financial officer and VP, operations.

Wilkensen

Rockwell

David Yulke appointed director of marketing for the systems division of Applied Digital Data Systems Inc., a subsidiary of NCR Corp.

Eastman Kodak Co. elects **Katherine M. Hudson** corporate VP.

Samsung Electronics America Inc. appoints **Stephen Nickerson** TV product marketing manager and **Dave Patterson** VCR product marketing manager.

XA Systems Corp. appoints **Lacy H. Edwards** VP of sales.

Norman R. Farquhar named senior VP and chief financial officer at Amperif Corp.

Sunkyong International names **Gary N. Wilkinson** national sales manager, consumer electronics division.

Lloyd Maxson named VP, marketing at Bush Industries.

Scientific Micro Systems names **Kerry M. Kenady** VP, operations. **Dean Tucker** joins as VP of aftermarket sales.

John A. Lack promoted to VP, operations at Nelson Vending Technology Inc.

Allen J. Gilson appointed VP, sales and marketing at Dual-Voltage Inc.

Diamond Entertainment names **Denise Puskas** director of acquisitions.

Switchcraft appoints **Ken Kline** sales manager, North America and **James Verrilli** Chicago district sales manager.

STAT WATCH

TOTAL U.S. MARKET STATISTICS
Sales to Retailers
December 1987 vs. December 1986
(In Units)

	December 1987	December 1986	Percent Change	Year-to-date 1986	Year-to-date 1985	Percent Change
TELEVISION						
Color	1,918,212	1,881,074	+ 2.0	19,330,375	18,204,156	+ 6.2
Monochrome	304,632	429,186	– 29.0	3,570,473	3,958,925	– 9.8
TOTAL TV*	**2,222,844**	**2,310,260**	**– 3.8**	**22,900,848**	**22,163,081**	**+ 3.3**
Projection TV	31,142	26,546	17.3	293,084	304,272	– 3.7
Home VCR	1,477,593	1,638,771	– 9.8	13,305,999	13,174,183	+ 1.0
Camcorders**	251,187	181,278	+38.6	1,604,153	1,168,768	+37.3

Information contained in this release reflects total market statistics for products produced and/or sold in the United States regardless of the brand name or country of origin.

*Excludes projection television
**Included in Home VCR
****Source: Electronics Industries Association Consumer Electronics Group.

PEOPLE ON THE MOVE

Donald D. Avdul, VP, H-P Products, appointed to the executive committee of the Vacuum Cleaners Manufacturers Association.

AHAM welcomes to its board of directors **David E. Dolak**, president of Caloric Corp. and **F. Jack Pluckhan**, president of Quasar Co.

Maytag Co. names **Norman W. Boyle** advertising director. **Jack L. Blair** joins as manager of corporate telecommunications. Retiring are **Ralph L. Nunn**, formerly VP, marketing; **Robert J. Hoover**, formerly director of corporate public affairs; and **Einar A. Larsen**, formerly director of advertising.

Pluckhan

Boyle

Hoover

Larson

Whirlpool Corp. appoints **Lloyd A. (Bud) Wampach** president and chief operating officer of Inglis Limited. Retired chairman of the board, **Jack D. Sparks** named Best Chief Executive in the Home Appliance Industry for 1987.

STAT WATCH

MAJOR HOME APPLIANCE FACTORY SHIPMENTS THOUSANDS OF UNITS
(Domestic Plus Export) December, 1987

	December 1987	December 1986	Percent Change	Calendar Year to Date 1987	1986	Percent Change
ALL MAJOR APPLIANCES*	**3,637.5**	**3,609.1**	**+ 0.8**	**47,837.9**	**45,072.1**	**+ 6.1**
COOKING — TOTAL	**1,401.7**	**1,454.8**	**– 3.6**	**15,771.6**	**15,578.2**	**+ 1.2**
Electric Ranges — Total	254.8	283.1	– 10.0	3,345.9	3,318.2	+ 0.8
Free Standing	206.0	227.4	– 9.4	2,690.6	2,720.5	– 1.1
Built-In	48.8	55.6	– 12.2	655.4	597.7	+ 9.7
Microwave Ovens/Ranges**	1,160.5	1,188.3	– 2.3	12,610.2	12,444.4	+ 1.3
HOME LAUNDRY — TOTAL	**823.5**	**641.3**	**– 2.1**	**10,634.9**	**10,009.3**	**+ 6.3**
Automatic Washers	453.8	484.7	– 6.4	5,998.2	5,764.6	+ 4.1
Dryers — Total	369.6	356.6	+ 3.7	4,636.7	4,244.7	+ 9.2
Electric	289.6	276.7	+ 4.7	3,599.9	3,308.7	+ 8.8
Gas	80.2	79.8	+ 0.5	1,036.8	236.0	+ 10.8
KITCHEN CLEAN UP — TOTAL	**682.3**	**694.5**	**– 1.8**	**8,696.9**	**8,381.3**	**+ 3.8**
Disposers•	325.7	338.0	– 3.6	4,438.8	4,269.0	+ 4.0
Dishwashers — Total	331.1	337.5	– 1.9	4,032.0	3,918.2	+ 2.9
Built-In	299.8	311.1	– 3.6	3,762.7	3,662.7	+ 2.7
Portable	31.3	26.4	+ 18.6	269.3	255.4	+ 5.4
Compactors•	25.4	19.1	+ 33.0	226.2	194.1	+ 16.5
FOOD PRESERVATION — TOTAL	**555.2**	**506.7**	**+ 9.6**	**8,231.8**	**7,732.6**	**+ 6.5**
Refrigerators	469.5	434.3	+ 8.1	6,972.1	6,510.4	+ 7.1
Freezers — Total	85.7	72.4	+ 18.4	1,259.7	1,222.2	+ 3.1
Chest	49.5	41.6	+ 19.0	692.2	661.1	+ 4.7
Upright	36.2	30.8	+ 17.5	567.5	561.2	+ 1.1
HOME COMFORT — TOTAL	**174.7**	**111.8**	**+ 56.3**	**4,502.7**	**3,370.8**	**+ 33.6**
Room Air Conditioners	170.1	92.4	+ 84.1	3,798.3	2,815.7	+ 34.9
Dehumidifiers•	4.6	19.4	– 76.3	704.4	555.1	+ 26.9
GAS RANGES***	**192.7**	**186.8**	**+ 3.2**	**2,127.1**	**1,939.9**	**+ 9.7**

*Numbers do not add because of overlapping product categories.

**Includes U.S. produced and imported microwave ovens and combination microwave ovens/ranges.

##Source: GAMA. Not included in cooking total or total shipments.

Source: AHAM (Assn. Home Appliance Manufacturers).

#Current month figures are preliminary.

NOTE

ONLY THE FOLLOWING PAGES OF THIS

PUBLICATION HAVE BEEN FILMED

Cov. 1, pgs. 3, 4, 60, 65-67,

69, 70, 73, 82

C6740-1 A

April 1988/$7.00

Dealerscope Merchandising

The Marketing Magazine for Consumer Electronics and Major Appliance Retailing

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Dealerscope Merchandising
is published monthly by
North American Publishing Co.

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North American Publishing Company is a diversified publisher of Business and Professional Magazines.

Subscriptions, U.S. $65/year; Canada, US $84; other countries, US $132. Back issues and single copies, when available, mailed by publisher postage paid for $10. Postmaster: Send change of address form 3579 to DEALERSCOPE MERCHANDISING, 401 N. Broad St., Philadelphia, PA 19108. BPA

Getting Back to Basics

IT is an article of faith among retailers, sales reps, manufacturers and journalists covering this industry that the products we sell offer unmatched value in all price ranges, and are well built and reliable.

That is why we're concerned about reports filtering in from the cities and burgs that in the rush to slash production costs the reliability of some products, primarily but not exclusively low-end, is not what we'd like it to be. We're not just talking here about early teething problems of completely new product designs. And we know that electronics aren't infallible; sooner or later something goes haywire. Yet it seems to us, and to others, that the industry practice of over-engineering products for reliability and loading them up with as many attractive features as possible—hitherto one of our greatest assets—is slipping.

Instead, products too often are being designed and built merely to hit price points.

What is happening is that top management—faced with lagging profits—will not bet the company's money and allow engineers and product designers to build the kind of products *they* want.

Everyone has to keep costs down. But in this business—built largely on the inventiveness and vision of product development teams—it would be dangerous policy to move away from applying the best technology to ensure state-of-the-art products in all price categories.

Go to CES and national sales meetings. Look at the product being offered. See if in this era of cost-consciousness, suppliers trumpet the price of a new model with the fervor they once reserved for performance specifications and operating convenience. See if you don't think too many entries seem—well—"plasticky."

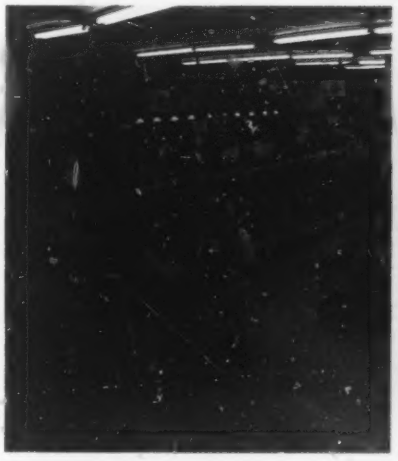
It is not difficult to pinpoint the principal malfunction. We seem to be forgetting how human nature works: *No matter how much something costs, if the consumer wants it badly enough he'll believe it to be worth the price to him.*

It's time to get back to adding features, not eliminating them. It's time to resume telling consumers about these features and about the benefits of the products we sell, not just the price. If we do, we won't have to worry about hitting a $299 price point.

Murray Slovick

April 1988
Volume 30, No. 4

Dealerscope Merchandising



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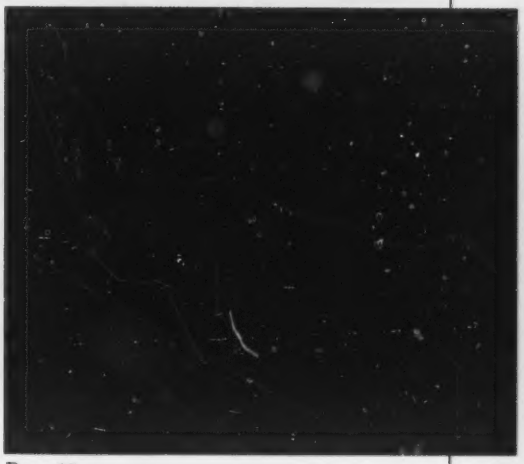

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Second class postage paid at Philadelphia, PA and additional entry. Postmaster: Send change of address form 3579 to DEALERSCOPE MERCHANDISING, 401 N. Broad St., Philadelphia, PA 19108.

PEOPLE ON THE MOVE

CBS/FOX promotes **Stewart Till** to VP, region director UK; **Gilbert Ohayon** to VP, region director, France; **Ray Robinson** to VP, region director Australia and New Zealand.

Steve Washio named Eastern regional sales manager for Maxell Corp. of America's battery division.

George L. Meffert Jr., chairman, Eveready Battery Co., Pan America, appointed executive VP, Eveready Battery Co. Inc. In new position, Meffert is general manager of Eveready Battery Co., U.S.A. and has direct responsibility for marketing and sales.

Gott, division of Rubbermaid Inc., appoints **Charles A. Carroll** VP and general manager of Gott; **Jerry D. Valdois**, Gott VP, sales; and **Frank D. Wilson**, director of

Carroll

Ehrlich

marketing. Also, **Gary E. Kleinjan** named VP, sales for Rubbermaid's home products division.

Donna Trampel, president of Northwestern Bell becomes VP diversified staff of parent company U.S. West. **Ross Bagully** assumes Northwestern Bell presidential responsibilities.

Hideo Kubota, president of Shintom West Corp. of America and executive VP and board member of Shintom Japan, to head U.S. operations. Also, **Stuart Sollod**

Wirt

Foschino

and **Rich Thompson**, promoted to VPs.

Ricoh names **Ronald K. Paul** director, sales and marketing distribution, peripheral products division.

John W. Ehrlich named senior manager of newly consolidated marketing communications department at BASF.

Kenneth R. Wirt joins NEC Home Electronics as assistant VP, strategic planning.

Technics promotes **Paul Foschino** to assistant general manager/merchandising for Technics' home and car audio division.

Ingram Software names **Michael Anthony** president.

Dave McKenzie named senior VP, sales for the car electronics division at Pioneer Electronics. Also, **Greg Kalsow** promoted to senior product planning; **Steve Sakaushi** joins Pioneer as a senior product planner; **Diane Fountain** promoted to manager of marketing services.

Epyx moves into consumer electronics products with the formation of consumer electronics division. **Robert Botch** appointed VP, marketing and product development.

Frank O'Connell resigns as HBO Video CEO to become president of Reebok Brands. **Curt Viebranz** replaces Connell.

STAT WATCH

TOTAL U.S. MARKET STATISTICS
Sales to Retailers
Month and Year-to-date January 1988 vs. 1987

	Month & Year-to-date January, 1988	Month & Year-to-date January, 1987	Percent Change
TELEVISION			
Color	1,221,726	1,363,282	– 10.4
Monochrome	205,968	259,994	– 20.8
TOTAL TV*	**1,427,694**	**1,623,276**	**– 12.0**
Projection TV	21,830	21,266	+ 2.7
Home VCR	820,063	1,009,071	– 18.7
Camcorders**	81,294	85,933	– 5.4

Information contained in this release reflects total market statistics for products produced and/or sold in the United States regardless of the brand name or country of origin.

*Excludes Projection Television
**Included in Home VCR
Source: EIA/CEG

Source: Electronics Industries Association Consumer Electronics Group.